Broadcasting Apr 8

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BROADCASTING finds FCC tax certificate program boosts minority ownership

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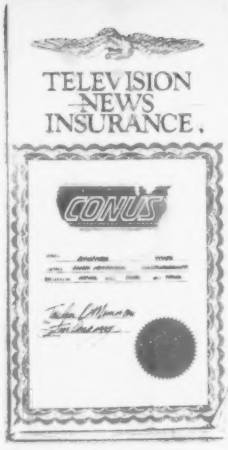

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Broadcasting 1931 1991

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End of the road for fin-syn? Advancing the NAB

THIS WEEK

19 / NEW PLAN

The FCC majority late last Friday revised their fin-syn plan to allow the networks to acquire foreign syndication rights in outside-produced programing.

21 / CABLE SALES ACTIVITY

Although money remains tight and the cable industry continues to be burdened by highly leveraged transaction classifications, there are growing signs that potential buyers are positioning themselves for cable system purchases, which could reignite trading activity. At what price level, however, is uncertain.

22 / NBC LEAD

NBC will win its sixth straight prime time ratings victory over second-place ABC, in one of the most hotly contested, three-network races in more than 25 years.

23 / 'NEGATIVE' IMPACT

National Association of Broadcasters President Eddie Fritts said the NAB is worried about a number of Bush administration proposals the NAB feels will have a "negative" impact on the industry.

24 / NCAA RECAP

Despite a drop in average tournament and championship game ratings compared to last year's NCAA Basketball Tournament, CBS claimed victory for the first year of its $1 billion seven-year college basketball experiment, saying CBS will earn at least a small profit from its three-week, 65-hour slate of games.

Top-rated 'Cheers' helped NBC to a narrow victory (page 22)

25 / NEW 'TODAY'

NBC News has permanently replaced *Today* co-anchor Deborah Norville, who has been on maternity leave, with substitute co-anchor Katherine Couric.

25 / FNN BID

Bankruptcy court chooses CNBC's $115 million bid for FNN over the Dow Jones-Group W offer. However, the latter hasn't given up hope of acquiring the network.

26 / MANAGEMENT CHANGES AT ORION

Orion Pictures Corp. reorganized its top management last week and continues to explore ways to reduce its heavy debt load. The new Orion hierarchy has executive vice president William Bernstein becoming president and chief executive officer.

27 / ADVANCE ON LAS VEGAS

The HDTV World Conference & Exhibition, digital audio broadcast demonstrations and appearances by FCC and Captitol Hill policymakers are among the events planned for the NAB annual convention in Las Vegas, April 15-18 (see agenda beginning on page 29). Additionally, some 425,000 square feet of exhibit space has been sold (see page 36 for a list of firms exhibiting there), with radio exhibits accounting for a fourth of that.

46 / LOTTERY GAME

Buena Vista Television has acquired the rights to distribute a half-hour lottery game strip for fall 1992. A new national lottery game is being developed for the program by a consortium of lottery organizations from 33 states and Washington, D.C., that sold BVT the rights to the show. It is estimated the new televised game would generate about $900 million in annual revenue, with roughly half of that given away in winnings.

47 / SYNDICATION DEALS AT NAB

For the first time in 20 years, syndicators officially will return to the annual NAB convention. But with most syndicated series already topping 80% clearances, programing sales may be overshadowed by the exchange of programing development ideas with station executives. One pitch: Worldvision Enterprises will be talking about the possibility of picking up *Twin Peaks* for first-run syndication if ABC should cancel the series at the end of this season.

48 / FOX BLOCKS

The Fox Children's

Network is changing its fall strategy. Instead of scheduling two strips in the afternoon, it will launch one new afternoon show and start a new weekday morning block by shifting *Peter Pan* from the afternoon to 8 a.m., Monday-Friday.

50 / CAB'S 10-YEAR CLIMB

The Cable Television Advertising Bureau began 10 years ago, funded initially with about $350,000. That budget is now $4 million, and this year cable advertising will reach about $3 billion—$2.1 billion of which will come from national advertising sales.

51 / CABLE UPFRONT

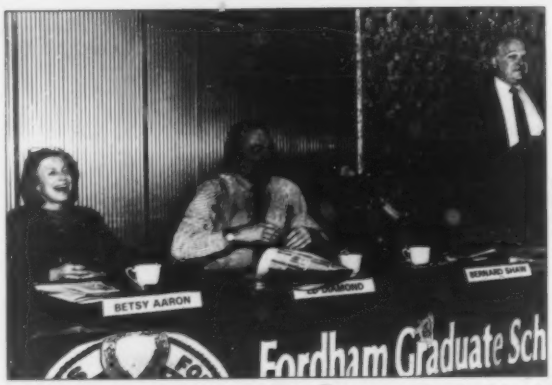
Cable executives and advertisers are making predictions of what the cable upfront selling season will look like. So far, the opinions are mixed.

54 / STUNTS

Many listeners expect humor on the radio, but some programing and/or marketing stunts may carry things a bit too far. How far can a station go before it runs into trouble with the FCC? Farther now than a few years ago, and farther than many complainants might expect, according to Chuck Kelly, chief of the FCC Mass Media Bureau Enforcement Division.

57 / NEWS CORP. TO CUT COSTS BY 10%

News Corp. is planning to cut costs by 10% over the next 12 months, according to News Corp.'s Chief Operating Officer Gus Fisher. He told the Australian Financial Review that the cuts would hit every division, although that does not mean that each division will be equally affected.



Fordham panel—Betsy Aaron, CBS; Ed Diamond, 'New York,' and Bernard Shaw, CNN—discuss censorship in Gulf war with Fordham's William Small (far right) (page 71).

58 / THE MALRITE STORY

Investors are carefully studying Malrite Communications, one of the largest radio group owners and Fox TV affiliate groups. The company went private two years ago in a leveraged buyout from which it now faces some bills while operating in a weaker than expected ad environment.

60 / DELIVERY DEBATE FOR PIZZA HUT

A battle between television rep firms and the West Coast office of advertising agency BBDO has broken out over the last two months because of the agency's attempt to bypass reps and buy advertising time for its client, Pizza Hut, directly from the TV stations. Caught in the middle of the rep-agency battle are the television stations. Los Angeles Television Rep Association (LATRA) is planning to meet with BBDO and executives from BBDO clients Pizza Hut and Sizzler Restaurants. Although BBDO currently is not trying to make direct buys for Sizzler, their expected presence at the meeting suggests that it may also be in line for direct buys.

64 / TEST AND DELIVER

FCC Chairman Alfred Sikes tells the commission's advisory committee on advanced television service that it must "deliver" evidence of progress in the selection of an HDTV transmission system. Sikes said, however, he understands the reasons for the delay in testing at the Advanced Television Test Center, which will now begin in July rather than this month.

66 / STILL IN THE RACE?

Since February 1990, Cablevision Systems Chairman Charles Dolan has sought to convince cable operators that DBS is a viable ticket to channel capacity expansion. A year later, despite gathering claims that video compression will do the trick for plants large and small, Dolan, Hughes Communications and Stanley S. Hubbard decline to change their DBS tune.

68 / TAX CERTIFICATES

According to a BROADCASTING survey, the FCC's 15-year-old tax certificate program has boosted minority ownership or control of dozens of television and radio stations.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/25	ABC 25.6 / 41			BARBARA WALTERS (4) [18.5 / 31] 18.1 / 30	18.9 / 31	ACADEMY AWARDS (1) [28.4 / 40] 26.3 / 40	29.2 / 44	30.7 / 48	30.5 / 50
	CBS 9.6 / 15			EVENING (41) SHADE 11.3 / 18	MAJOR (40) DAD 11.8 / 18	MURPHY (41) BRWN 11.3 / 17	DESIGN (45) WOMN 10.6 / 16	TRLS OF R. O'NEILL (53) [6.3 / 11] 6.5 / 11	6.0 / 11
	NBC 10.2 / 16			FRESH (36) PRINCE 12.4 / 19	BLOSSOM (45) 10.6 / 16	MONDAY NIGHT MOVIE—TERROR ON THE BLACKTOP (52) [9.6 / 15] 8.7 / 13	9.3 / 14	10.1 / 16	10.2 / 18
TUESDAY 3/26	ABC 13.5 / 23			WHO'S THE (25) BOSS 13.8 / 23	DAVIS (23) RULES 13.9 / 22	ROSEANNE (5) 18.1 / 28	COACH (6) 16.9 / 28	EDDIE DODD (57) [9.2 / 18] 9.4 / 17	9.0 / 18
	CBS 11.2 / 19			RESCUE 911 (21) [14.3 / 23] 14.1 / 23	15.2 / 24	13.7 / 22	TUESDAY NIGHT MOVIE—ANTAGONISTS (66) [8.0 / 15] 8.2 / 13	7.9 / 15	7.9 / 16
	NBC 14.4 / 24			MATLOCK (14) [15.4 / 25] 14.7 / 24	16.1 / 25	HEAT OF NIGHT (17) [14.8 / 24] 14.5 / 23	15.2 / 25	LAW AND ORDER (34) [12.6 / 24] 13.0 / 24	12.2 / 24
WEDNESDAY 3/27	ABC 11.6 / 20			WONDER (34) YEARS 12.6 / 21	GROWING (22) PAINS 14.1 / 23	DOOGIE (28) M.D. 13.3 / 22	ANYTHING (33) LOVE 12.8 / 21	EQUAL JUSTICE (64) [8.6 / 16] 8.7 / 16	7.8 / 15
	CBS 9.9 / 17			48 HOURS (68) [7.8 / 13] 7.9 / 13	7.8 / 13	JAKE AND THE FAT MAN (44) [10.9 / 19] 10.6 / 17	11.0 / 18	11.3 / 20	10.6 / 21
	NBC 13.7 / 24			UNSLVD. MYSTERIES (7) [16.8 / 28] 16.6 / 28	16.9 / 28	NIGHT COURT (30) 13.2 / 22	DEAR JOHN (43) 11.1 / 19	QUANTUM LEAP (39) [12.1 / 23] 11.7 / 21	12.5 / 24
THURSDAY 3/28	ABC 8.0 / 14			FATHER DOWLING (58) [9.1 / 16] 8.9 / 15	9.2 / 16	TWIN PEAKS (76) [6.2 / 10] 6.4 / 11	5.9 / 10	PRIMETIME LIVE (60) [8.8 / 16] 8.9 / 15	8.7 / 16
	CBS 9.9 / 17			TOP COPS (60) [8.8 / 15] 8.0 / 14	9.5 / 16	ANTAGONISTS* (63) [8.6 / 14] 8.4 / 14	8.7 / 15	KNOTS LANDING (38) [12.3 / 22] 12.1 / 21	12.5 / 23
	NBC 17.0 / 29			COSBY (16) 15.2 / 26	DIFFERENT WORLD (8) 16.6 / 28	CHEERS (2) 20.6 / 34	WINGS (12) 16.2 / 28	L.A. LAW (8) [16.6 / 30] 16.6 / 29	16.6 / 31
	FOX 9.0 / 15			SIMPSONS (36) 12.4 / 21	BABES (69) 7.5 / 13	BEVERLY HILLS, 90210 (71) [7.2 / 13] 7.6 / 13	8.4 / 14		
FRIDAY 3/29	ABC 14.7 / 26			FULL (11) HOUSE 16.4 / 30	FAMILY (10) MAT. 16.5 / 29	PERFECT STRAN. (19) 14.5/ 26	BABY TALK (28) 13.3 / 23	20/20 (27) [13.3 / 23] 13.6 / 25	13.5 / 26
	CBS 9.4 / 17			GUNS OF PARADISE (62) [8.7 / 16] 8.4 / 15	9.1 / 16	DALLAS (50) [10.0 / 18] 9.9 / 17	10.1 / 18	TRUE DETECTIVES (54) [9.2 / 18] 9.2 / 17	9.6 / 18
	NBC 10.4 / 19			MOVIE OF THE WEEK—THE SOUND OF MUSIC (49) [10.4 / 19] 7.2 / 13	8.6 / 15	10.8 / 19	11.7 / 21	12.4 / 22	11.6 / 22
	FOX 5.0 / 9			AMR'S MOST WANTED (74) [6.4 / 12] 6.3 / 12	6.5 / 12	AGAINST THE LAW (84) [3.5 / 6] 3.5 / 6	3.5 / 6		
SATURDAY 3/30	ABC 9.0 / 16			YOUNG RIDERS (64) [8.3 / 15] 7.8 / 15	8.9 / 16	SATURDAY NIGHT MOVIE—EVERYBODY'S BABY: JESSICA (54) [9.4 / 17] 7.2 / 13	8.3 / 15	10.0 / 18	12.2 / 24
	CBS 14.0 / 26			CBS NCAA BASKETBALL CHAMPIONSHIP (13) [15.7 / 29] 12.8 / 25	14.7 / 28	14.6 / 27	17.0 / 30	17.7 / 32	FLASH SP. (70) 7.3 / 14
	NBC 11.3 / 21			AMEN (52) 9.6 / 18	DOWN (51) HOME 9.7 / 18	GOLDEN GIRLS 14.4 / 26	EMPTY NEST 13.1 / 23	CAROL & COMPANY (45) [10.6 / 20] 10.5 / 19	10.7 / 21
	FOX 5.4 / 10			T. HIDDEN (79) VIDEO 5.7 / 11	YEAR- BOOK 3.8 / 7	COPS (78) 5.9 / 11	COPS 2 (76) 6.2 / 11		
SUNDAY 3/31	ABC 12.3 / 22	LIFE GOES ON (71) [7.2 / 14] 6.3 / 13	8.0 / 15	AMR. FUN VIDEO (14) 15.4 / 27	AMR. FUN. PPLE. (18) 14.7 / 25	ABC SUNDAY MOVIE—PALE RIDER (26) [13.8 / 23] 12.3 / 21	13.8/ 23	13.7 / 24	13.7 / 25
	CBS 14.8 / 27	60 MINUTES (3) [19.3 / 38] 18.4 / 38	20.1 / 38	MURDER SHE WRT. (23) [13.9 / 24] 13.2 / 23	14.6 / 25	CBS SUNDAY MOVIE—EYES OF A WITNESS (32) [13.0 / 23] 14.3 / 24	13.0/ 22	12.7 / 22	11.8 / 22
	NBC 7.5 / 13	PETER PAN (54) [9.4 / 16] 5.3 / 11	5.6 / 11	5.6 / 10	6.1 / 10	NBC SUNDAY NIGHT MOVIE—BLACK JACK SAVAGE (54) [9.4 /16] 9.0 / 15	9.6 / 16	9.6 / 17	9.6 / 18
	FOX 7.2 / 13	TRUE CLR.(82) 4.3 / 9	P. LEWIS (81) 5.2 / 10	LIVING (59) COLOR 9.0 / 16	GET A LIFE (73) 7.1 / 12	MRD. WITH (48) CHILD. 10.5 / 18	BEVERLY HILLS, 90210 (71) [7.2 / 13] 7.6 / 13	7.3 / 13	6.8 / 13

WEEKLY PRIME TIME AVERAGE	ABC 13.5 / 25	CBS 11.4 / 20	NBC 11.8 / 21	FOX 6.8 / 12
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.3 / 20	NBC 12.7 / 21	FOX 6.4 / 10

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

REAL REVENUE GROWTH SHOULD BE NOMINAL IN '91

Revenue should rebound, but higher inflation will keep 'real growth' at modest level

Radio market revenue growth should increase to pre-1990 levels but, because of higher economic inflation, this growth will reflect only nominal real revenue growth. While top 50 market revenues should grow 7% in 1992 vs. 4.9% in 1991, much of that increase will be due to higher inflation rates, according to a market-by-market analysis conducted by Broadcast Investment Analysts, Washington.

According to the BIA study, based on data compiled from its "Investing In Radio" 1991 report, several factors could significantly impact 1991 (and future) revenue growth. These include the length and depth of the current economic recession, the progression of the Middle East situation, potential evaporation of national ad dollars, a depressed automobile industry and the loss of rate integrity in many markets. Also of significance is the fact that radio advertising growth increased at a slower rate than retail sales growth in 1986, 1989, 1990, and is no longer insulated from economic downturns. Additionally, bonus revenue generated and expected by the Olympic/election year combination will only be moderate at best in 1992.

Given this, radio growth will be modest in most markets in 1991, and the economic environment of 1991 should stimulate higher inflation in 1992 and beyond, the study concluded.

PROJECTED MARKET REVENUE GROWTH

Markets	*1991*	*1992*	*1993*	*1994*
1-10	**5.4%**	**7.0%**	**7.4%**	**7.8%**
11-20	**4.5%**	**6.9%**	**7.3%**	**7.6%**
21-30	**3.8%**	**6.6%**	**7.0%**	**7.3%**
31-40	**5.1%**	**7.2%**	**7.6%**	**8.0%**
41-50	**4.7%**	**7.3%**	**7.7%**	**8.1%**
Top 50	**4.9%**	**7.0%**	**7.4%**	**7.7%**

SECOND MISSISSIPPI AM TO BROADCAST ON FM

Opus Media Group's Jackson station affiliates with FM in same market; Opus has seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting

Another Mississippi AM has been tapped for an affiliation agreement with an FM station in the same market. Coral Springs, Fla.-based Opus Media Group has signed a seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting Inc. Under the terms of the agreement, Opus Media's WKXI(AM) Jackson, Miss., will lease the studios and air time of co-located WMJW(FM), where it will originate the urban contemporary sound to be broadcast on both outlets.

Last July, Spur Jackson Ltd. and Capstar Communications reached a similar agreement for WJDX(AM) and then WSLI-FM (now WJDX-FM, BROADCASTING, July 9, 1990).

CSB Broadcasting's WMJW(FM) is a class C FM licensed to Magee, Miss. The station currently airs an adult contemporary format. Opus Media's WKXI(AM) is one of the market's highest cuming stations, according to Tom Birch, chairman and CEO, Opus Media. The management team currently in place at WKXI will continue to program and sell the format. The stations will separate on Sundays for public affairs programing.

"What we have done is improve the rate structure in the market," said Birch. The group believes that by removing a weak voice and presenting an expanded version of an established station, the market, both operators and the listeners will benefit. "We are now actively looking to do this type of deal in every one of our markets," Birch said.

Opus Media Group Inc. is owned by Tom Birch and Raymond Quinn and also owns WSOK(AM)-WAEV(FM) Savannah, Ga., and KNAN(FM) Monroe, La. Birch and Quinn also own Emerald Coast Communications, the licensee of WWAV(FM) Fort Walton Beach, Fla.

CSB Broadcasting Inc. is owned by Steve Bunyard, who is also president of the Olympia Radio Networks and who, with partner Richard Dames, owns WVOC(AM)-WAAS(FM) Columbia, S.C.

1990's TOP 25 NETWORK RADIO ADVERTISERS

The Radio Network Association has released the top 25 network radio advertisers in 1990, as compiled by Ernst & Young. The list is compiled by rank only; dollar figures were not available.

1. **Sears Roebuck Co.**
2. **Volkswagen**
3. **AT&T**
4. **General Motors**
5. **Goodyear**
6. **Procter & Gamble**
7. **Ford Motor Co.**
8. **U.S. Government**
9. **Warner Lambert**
10. **Hershey Foods**
11. **Motel 6**
12. **K mart**
13. **General Foods**
14. **CNA Insurance**
15. **Miles Laboratories**
16. **Gateway Tapes**
17. **Campbells**
18. **Greyhound**
19. **CBS-TV**
20. **Chrysler Motors**
21. **Cotter & Co.**
22. **J.C. Penney**
23. **Miller Brewing**
24. **Marriott**
25. **State Farm Insurance**

CHANGING HANDS

WBYR(FM) Van Wert (Ft. Wayne, Ind.), Ohio □ Sold by Atlantic Resources Corp. to Southern Skies Corp. for $2.775 million. Price includes $2.325 million cash at closing and $450,000 note payable. **Seller** is headed by Chris Caggiano, and has no other broadcast interests. **Buyer** is headed by Jerry Atchly, and is licensee of KSSN(FM) Little Rock, Ark., and KLEO(AM)-KZSN(FM) Wichita, Kans. WBYR has classic hits format on 98.9 mhz with 50 kw and antenna 450 feet above average terrain. *Broker: Robert A. Chaisson Inc. and R.C. Crisler Co.*

KMMK(FM) Las Vegas □ Sold by Intermart Broadcasting of Las Vegas Inc. to George Tobin for $2 million cash at closing. **Seller** is headed by James E. Martin, and has 66% interest in WGCO(FM) Jessup, Ga., and 34% interest in WMMO(FM) Orlando, Fla. **Buyer** has no other broadcast interests. KMMK has light adult contemporary format on 103.5 mhz with 100 kw and antenna 353 feet above average terrain.

KHIT(AM)-KIIQ(FM) Reno, Nev. □ Sold by Reno Broadcasting Corp., in receivership, to Radio Associates of Reno Inc. for $1 million on terms. **Seller** is headed by Randy George, receiver. George is also receiver for KXGO(FM) Arcata, Calif. **Buyer** is headed by Ken Miller, Jerry Miller, Karen Wolfe and Bob Salmon, who own Radio Associates Inc., licensee of KMIX-AM-FM Modesto and KEWB(FM) Redding, both California. KHIT(AM) has country format on 1590 khz with 5 kw day. KIIQ(FM) has country format on 104.5 mhz with 25 kw and antenna 2,930 feet above average terrain. *Broker: Media Venture Partners.*

WACY(AM) Fenton, Mich. Sold by Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for $600,000. Price includes $350,000 payable at 9%, $200,000 payable by October 1, 1991, and $250,000 as 10-year, interest-bearing note. **Seller** is headed by Deano Day, who is forming new company that will purchase station. **Buyer** is headed by Day (30%), Edward Derbabian (30%) William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide is filing concurrent application for assignment of WELL(AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications. WACY is fulltimer with country format on 1160 khz with 1 kw.

KDDB(FM) Bonne Terre, Mo. □ Sold by Owensville Communications Co. to Zindy Broadcasting Inc. for $350,000. Price includes $60,000 cash and balance on terms. **Seller** is headed by Marcus D. Jones and Tracy Jones, husband and wife. Marcus Jones has interest in KEZP(FM) Canadian, Tex., and has CP for FM in Alexandia, La. **Buyer** is Stephen B. Jones (no relation to seller), and has no other broadcast interests. KDDB has country format on 104.3 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: R.E. Meador & Associates.*

WKIT-AM-FM Brewer, Maine □ Sold by Sunspot Broadcasting Co. Inc., debtor in possession, to H & L Broadcasting Inc. for $293,000. Price includes $276,000 cash at closing and $17,000 earnest money deposit. **Seller** is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, Maine. **Buyer** is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. WKIT(AM) is fulltimer with adult contemporary format on 1200 khz with 10 kw-U. WKIT-FM has adult contemporary format on 100.3 khz with 16 kw and antenna 882 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,374,500** □ **6**
FM's □ **$4,675,000** □ **3**
AM-FM's □ **$293,000** □ **1**
TV's □ **$20,000** □ **1**
Total □ **$6,362,500** □ **11**

Year to Date:

AM's □ **$13,317,140** □ **56**
FM's □ **$68,534,100** □ **71**
AM-FM's □ **$95,451,054** □ **54**
TV's □ **$91,144,000** □ **22**
Total □ **$268,446,294** □ **203**

For 1990 total see Jan. 7, 1991 BROADCASTING.

Kelly Callan, Fred Kalil, Dick Beesemyer and Frank Kalil

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Continued from page 53.

channel, and what to do if more than three networks are carried on one system, have not been formulated.

The other, latest idea to help the channel situation, but in a futuristic way, has been proposed by Request Television. It has held cursory discussions with the PPV Olympics about offering a four-to-one compression scheme using General Instrument's DigiCable that would not fix the channel crunch, but would reduce the need for transponder space, and create a permanent PPV upgrade after the Olympics are over. It would take significant capital expenditures though, additionally costing about $1,500 per channel, or $6 00 per headend for operators. Although this would get the signal from the uplink to the headend, "we'd still be faced though, with the problem of getting that signal to the cable subscriber," said Lafferty, who said the next step is to evaluate the interest of cable affiliates in such an investment, because their money as well would be required to make this project work.

As the channel capacity issue continues to loom, most major MSO's continue to hold off signing affiliation agreements, although Lafferty said at least one top 10 MSO is expected to sign in the next week or two, as well as a dozen smaller ones. For those MSO's that have already signed on to carry the Olympics, they do not have all, if any, of the answers, either.

In signing up for carriage, operators are being offered two different contracts: one for addressable subscribers and one for nonaddressables. Cencom, which signed a deal at the NCTA show, has signed an affiliation agreement for only its addressable subscribers, which make up 300,000 of its 500,000 subscribers. "We are going through a step-by-step process, concentrating on the urban, fully addressable systems first," said John Clark, vice president, marketing and programing for Cencom. Although in its major markets of St. Louis and southern California, where it has three and four channels of PPV, Cencom is still having a tough time figuring out just how to carry the Olympics, said Clark. "And if channel space is a problem in L.A., it certainly will be one in nonaddressable systems," he said.

Scripps Howard signed contracts covering both addressable and nonaddressable subscribers at the NCTA convention two weeks ago, and along with Cencom and others is eligible for the extra 2% split that was available to MSO's who signed on by March 31. "It was a no-brainer to sign on already," said Wayne Vowell, vice president, marketing and programing. With retail pricing and splits essentially decided, Vowell said he did not think it was necessary to have the channel issue already figured out before committing to the project. Using local access channels is a possibility, as is using part-time channels.

Although operators groan about the fact that revenue splits will likely not be 50-50, one consolation is that they are somewhat higher for nonaddressable systems, in reponse to the extra cost that will be needed there, say operators. But figuring out the complex charts the Olympics have come up with to determine splits is proving to be challenging, to say the least. Says Clark: "I don't want to say the formula is complicated, but when I did my taxes, I mistakenly grabbed the NBC Cablevision Olympics schedule, and almost ended up paying a 60% royalty on my income to the IRS."

The Olympics continue to be a breeding ground for confusion and misconception, even on the programing itself. Dick Ebersol, president of NBC Sports, said he is angry at perceptions that the PPV Olympics is a "dumping ground" for events not good enough for NBC's broadcast coverage. That perception, he said, comes from the Turner-CBS 1992 winter Olympics deal, which gives Turner 50 hours of programing CBS did not want, and was done before the NBC deal was put together. **-SDM**

CNN LEADS CABLE'S FIRST-QUARTER RATINGS CHARGE

Paced by CNN's coverage of the Persian Gulf war, the combined prime time ratings for 14 basic cable networks soared 21% in the first quarter of 1991, jumping from 15.3 to 18.5.

CNN's ratings jumped from a 1.3 to a 4.0 in the first quarter of 1991, while Headline News rose from 0.4 to a 0.7 in prime time. The two accounted nearly all of the ratings rise. But several other networks posted prime time gains, including USA, TNT, Lifetime, Nashville, Nick at Nite and VH-1. The biggest loser of CNN's viewership within the cable ranks was ESPN, which dropped from a 2.0 to a 1.5 in the quarter.

Since the war's end, CNN's ratings have fallen back. For the week March 25-31, CNN had a 1.2 rating/2 share in prime time and a 0.7/2.4 for the the full 24-hours, roughly its pre-war numbers.

Network	*Prime Time*				*Full Day*			
	1Q 1991 Rating	*HH*	*1Q 1990 Rating*	*HH*	*1Q 1991 Rating*	*HH*	*1Q 1990 Rating*	*HH*
CNN	4.0	2,297,000	1.3	688,000	2.9	1,637,000	0.7	383,000
WTBS	2.5	1,391,000	2.5	1,321,000	1.6	878,000	1.8	938,000
USA	2.4	1,331,000	2.3	1,172,000	1.3	724,000	1.2	627,000
TNT	1.6	815,000	1.5	605,000	0.9	473,000	0.9	365,000
ESPN	1.5	865,000	2.0	1,100,000	0.7	400,000	0.9	475,000
Lifetime	1.2	629,000	0.9	417,000	0.7	347,000	0.6	267,000
TNN	1.1	579,000	1.0	476,000	0.5	272,000	0.5	245,000
Discovery	1.0	523,000	1.0	463,000	0.5	280,000	0.5	251,000
HN	0.7	336,000	0.4	154,000	0.6	282,000	0.4	152,000
A&E	0.6	296,000	0.7	307,000	0.4	192,000	0.3	115,000
MTV	0.6	317,400	0.6	NA	0.5	264,500		NA
Nickelodeon					1.2	638,400		NA
Nick at Nite	1.0	532,000	0.9	NA	0.6	319,200		NA
VH-1	0.3	116,000	0.2	NA	0.2	77,400		NA

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's is 8-10 p.m.; Discovery and Nashville Network's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

March 13 by Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Randolph and Brandon, both Vermont** Effective May 13, amended FM Table by substituting Channel 271C3 for Channel 272A at Randolph; modified license of WCVR-FM accordingly; substituted Channel 268A for Channel 270A at Brandon; imposed site restriction on Channel 267A at Essex, NY. (MM Docket 89-487, by R&O [DA 91-336] adopted March 20 by Acting Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

ALLOCATIONS

■ **Mark Pierce** Denied application of reporter for Ace Magazine for review of FOIA ruling denying him access to Commission documents concerning Field Operations Bureau's "Ten Most Wanted" unlicensed radio stations and operators. (By MO&O [FCC 91-86] adopted March 20 by Commission.)

■ **Centre, AL** Granted application of Cherokee Broadcasting Corp. for new FM on channel 290A; denied competing application of Radio Centre Inc.; dismissed application of Baker Enterprises. (MM docket 90-71, by ID [FCC 91D-12] issued March 18 by ALJ Edward J. Kuhlmann.)

■ **Texarkana, AR** Approved settlement agreement and dismissed with prejudice applications of B & H Broadcasting System Inc. and Dupre' Broadcasting Co.; resolved financial issue in favor of Jo-Al Broadcasting Inc., and granted its application for new FM on channel 284A in Texarkana. (MM docket 90-238 by Summary Decision [FCC 91D-13] issued March 19 by Chief ALJ Joseph Stirmer.)

■ **Paradise Valley, AZ** Granted application of Scottsdale Talking Machine and Wireless Co. Inc. for new FM on channel 290A; denied competing applications of Gil L. Lyons, Hope Valley FM Ltd., Patricia Hampton, American International Diversified and Paradise Valley Broadcasters. (MM docket 88-410 by Initial Decision [FCC 91D-11] issued March 15 by ALJ Joseph P. Gonzalez).

■ **Phoenix** Renewed license of KESZ(FM) for short-term, subject to reporting conditions and issued NAL for forfeiture of $15,000 for EEO violations; by separate action, consented to assignment of license for KESZ(FM) from Duffy II Corporation to Arizona Television Company and waived one-to-a-market rule. Action by Commission March 21 by MO&O [FCC 91-89] and Letter [FCC 91-90]; Report MM-530, Mass Media Action.)

■ **Englewood, FL** Affirmed decision by Review Board which granted application of Sandpiper Broadcasting Inc. for new FM on channel 290A; denied competing applications of Sarasota-Charlotte Broadcasting Corporation and Cawley Broadcasting Corportion, Inc. (MM docket 88-538 by MO&O [FCC 91-75] adopted March 14 by Commission.)

■ **Jacksonville, FL** Reversed action by Mass Media Bureau which rescinded grant of Nelson Broadcasting Corp.'s application for construction permit for FM booster station WIOI-FM1. (By MO&O [FCC 91-78] adopted March 14 by Commission.)

■ **Palm Bay, FL** Granted application of Palm Bay Radio, Inc., for new noncommercial FM on channel 212A over objections of Florida Institute of Technology. (By MO&O [FCC 91-77] adopted March 14 by Commission.)

■ **Las Vegas** Granted application of Tierra Alta Broadcasting, Inc., for new television station on channel 15, and denied competing applications of Lorraine Walker Arms and Echonet Corporation. (MM docket 89-80 by Initial Decision [FCC 91D-14] issued March 21 by ALJ Edward Luton.)

■ **Rochester, NY** Granted application of Victorson Group, Inc., for new FM on channel 290A; denied competing applications. (MM docket 88-558, by Decision [FCC 91R-26] adopted March 15 by Review Board.)

■ **Petersburg, VA** Granted application of Sandra M. Adair Vaughan for new FM on channel 262A, and denied competing application of Petersburg FM Broadcasters Limited Partnership. (MM docket 90-302 by Initial Decision [FCC 91D-15] issued March 21 by ALJ Joseph Chachkin.)

CALL LETTERS

Applications

Existing AM's

KBLA(AM)	KDAY Fred C. Sands Inc. T/A Redi Media; Santa Monica, CA
WBBE(AM)	WMAK Gizmo Communications Inc.; London, KY

Existing FM's

WKLZ(FM)	WJML-FM Northern Radio of Petoskey Inc.; Petoskey, MI
WSLE(FM)	WOBB Lovett Communications Inc.; Cairo, GA

Grants

New AM

WZQA(AM)	CSB Communications Inc.; Flowood, MS

New FM's

KDBX(FM)	Common Ground Broadcasting; Banks, OR
KLEO(FM)	Shaka Broadcasting Ltd.; Kahaluu, HI
KZUA(FM)	Navajo Broadcasting Co. Inc.; Holbrook, AZ
KZUB(FM)	Parity Radio Corporation; Tahoka, TX
KZUC(FM)	Washington State University; Ellensburg, WA
KZUD(FM)	Blue Mountain Broadcasting; Wilburton, OK
WIKK(FM)	S. Kent Lankford; Newton, IL
WLTN-FM	Profile Broadcasting Co. Inc.; Lisbon, NH
WMYB(FM)	Puritan Radiocasting Co., Sou[illegible]e, SC
WOHO(FM)	Gourd City Broadcasting G.P.; Mt. Gilead, OH
WPBK-FM	Pyramid Broadcasting Inc.; Whitehall, MI

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's †	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. ** Instructional TV fixed service. †† Studio-transmitter link. Source: Nielsen and Broadcasting's own research.